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– Raleigh –

PNC Plaza
301 Fayetteville Street
Suite 1700
Raleigh, NC 27601



U.S. Customs and
Border Protection



Thursday, July 11, 2019

- 8:30** **Breakfast, Registration, and One-on-One sign-up**
- 9:00 – 9:05** **Opening Remarks**
Shirreef Loza
Director
U.S. Commercial Service - Raleigh
U.S. Department of Commerce | International Trade Administration
- 9:05 – 9:15** **Welcome / Speaker Identification**
Benjamin Hardman
Office of Intellectual Property Rights
Industry & Analysis
U.S. Department of Commerce | International Trade Administration
- 9:15 – 9:45** **Protecting your Patents in the United States**
Elizabeth L. Dougherty
Atlantic Outreach Liaison
Office of the Under Secretary and Director
United States Patent and Trademark Office
- 9:45 – 10:15** **Protecting your Trademarks in the United States**
Craig Morris
Managing Attorney for Trademark Educational Outreach
United States Patent and Trademark Office
- 10:15 – 10:25** **Break**
- 10:25 – 10:55** **Copyright and Your Business's Creative Works: How Copyright Impacts You**
Jalyce E. Mangum
Attorney-Advisor
Office of the General Counsel
U.S. Copyright Office
- 10:55 – 11:25** **CBP's IPR Border Enforcement Regime**
W. Richmond Beavers
Attorney-Advisor
Intellectual Property Rights Branch
U.S. Customs and Border Protection, DHS
- 11:25 – 11:35** **Break**
- 11:35 – 12:00** **Group Exercise: Share Your Good, Bad, or Ugly IP Experiences**
Benjamin Hardman
Office of Intellectual Property Rights
Industry & Analysis
U.S. Department of Commerce | International Trade Administration

- 12:00 – 1:00** **Lunch (provided)**
- 12:30 – 1:00** **Lunchtime One-on-Ones** (10 min sessions)
Sign-up sheet available during morning registration and through-out the day.
- 1:00 – 1:30** **Protecting your Business from Trade Secret Theft - The Insider Threat and the Current Foreign Threat**
Eric M. Proudfoot
Supervisory Special Agent
Federal Bureau of Investigation | Intellectual Property Rights Unit
National Intellectual Property Rights Coordination Center
- 1:30 – 2:00** **Reporting IP Violations and Representing America’s Genius to the World: IP in Diplomacy**
Joseph Giblin
Liaison Officer to the National Intellectual Property Coordination Center and Foreign Service Officer
Office of Intellectual Property Enforcement
U.S. Department of State
- 2:00 – 2:30** **Protecting your Intellectual Property in Online Markets**
Rachel Salzman
International Trade Specialist
Office of Intellectual Property Rights
Industry & Analysis
U.S. Department of Commerce | International Trade Administration
- 2:30 – 2:40** **Break**
- 2:40 – 3:10** **Interactive Group Exercise: Participants Build a Business, Identify Their IP, and Learn How to Protect it in Export Markets**
Benjamin Hardman
Office of Intellectual Property Rights
Industry & Analysis
U.S. Department of Commerce | International Trade Administration
- 3:10 – 3:30** **How am I Going to Pay for All This? Financing Solutions for IP**
Daniel W. Holt
Regional Export Finance Manager
Office of International Trade
U.S. Small Business Administration
- 3:30 – 3:35** **Closing Remarks**
Benjamin Hardman
Office of Intellectual Property Rights
Industry & Analysis
U.S. Department of Commerce | International Trade Administration

3:40 – 5:00

One-on-One Consultations

10 min sessions. Sign-up sheet available during morning registration and throughout the day.

Shirreef Loza (U.S. Commercial Service - Raleigh)
Benjamin Hardman (DOC – International Trade Administration)
Elizabeth L. Dougherty (Patents) (U.S. Patent and Trademark Office)
Craig Morris (Trademarks) (U.S. Patent and Trademark Office)
Jalyce E. Mangum (U.S. Copyright Office)
W. Richmond Beevers (CBP – U.S. Customs and Border Protection)
Daniel W. Holt (Small Business Administration)
Joseph Giblin (U.S. Department of State)
Rachel Salzman (DOC – International Trade Administration)
Eric M. Proudfoot (Federal Bureau of Investigation)
Jennifer Simpson (Export – Import Bank)

3:40 – 5:00

Get On-Site Help with the Recordation Process (40 minutes)

On-site assistance is made available by CBP staff to navigate the recordation application portal and process. Sign-up sheet available during morning registration and through-out the day.

3:40 – 5:00

Apply for Copyright Registration (20 min sessions)

Copyright Office staff will be on-site to help you with the application required to register your work online. Sign-up sheet available during morning registration and through-out the day.